ABSTRACT OF THE DISCLOSURE

In one embodiment, a method of analyzing a performance of locations on a computer network includes the steps of collecting navigation histories of client computers on the computer network, processing the navigation histories to obtain relevant navigation data,

5 and generating a report in accordance with user provided criteria, the report being based on the relevant navigation data and indicative of a performance of a location on the computer network. The computer network may include the Internet and the locations may comprise websites.